

CLAIMS

1. A method of collecting and disseminating survey information comprising:
 - establishing communication between a client and a survey collector;
 - receiving by the survey collector of a first survey request from the client;
 - inquiring the client with a survey questionnaire from the survey collector;
 - receiving by the survey collector from the client of a survey response to the survey questionnaire;
 - receiving by the survey collector of identifying indicia from the client, the identifying indicia being related to the survey questionnaire;
 - attempting verification of the identifying indicia of the client; and
 - providing to the client a response related to the first survey request.
2. The method of Claim 1 wherein the step of establishing communication is done via the internet.
3. The method of Claim 1 further comprising the step of relating the survey questionnaire by subject matter to the survey request.
4. The method of Claim 3 wherein the first survey request and the survey questionnaire are related to automotive vehicles.
5. The method of Claim 1 wherein the step of inquiring with the survey questionnaire includes requesting the identifying indicia from the client.
6. The method of Claim 1 wherein the identifying indicia is a product identification number.
7. The method of Claim 1 wherein the identifying indicia is a VIN number.

8. The method of Claim 1 wherein said attempting verification step includes the step of correlating the identifying indicia to a database.

9. The method of Claim 8 wherein said correlating step determines if a relationship exists between the identifying indicia and the subject matter of the survey questionnaire.

10. The method of Claim 8 wherein said correlating step determines if a relationship exists between the identifying indicia and the client.

11. The method of Claim 8 wherein said correlating step determines if a relationship exists between the identifying indicia and the client and the survey questionnaire.

12. The method of Claim 1 wherein the step of providing a response provides to the client a composite survey response.

13. The method of Claim 12 wherein the composite survey response is unrelated to the survey questionnaire.

14. The method of Claim 12 wherein the composite survey response is generally related to the survey questionnaire.

15. The method of Claim 1 wherein the step of providing a response provides to the client a refusal of the first survey request.

16. The method of Claim 1 further comprising the step of assimilating the survey response into a composite survey response.

17. A computer implemented system for collecting and disseminating survey information from a Web site, said system comprising:

a survey questionnaire system which electronically forwards a survey questionnaire on a product to a requesting client;

a product ownership verification system which uses information provided by the client to determine ownership by the client of the product which is the subject of the survey questionnaire; and

a survey results system which forwards a requested survey result to the client.

18. The system of Claim 17 wherein the verification system utilizes a database to correlate the information provided by the client with ownership of the product by the client.

19. The system of Claim 18 wherein the verification system utilizes a database publicly accessible via the internet.

20. The system of Claim 18 wherein the verification system utilizes a subscription based database accessible via the internet.

21. The system of Claim 17 wherein the verification system utilizes a VIN number to determine ownership of an automobile vehicle.

22. The system of Claim 17 wherein the verification system grants access to the survey results system upon verifying ownership of the product by the client.

23. The system of Claim 17 wherein the verification system denies access to the survey results system upon the inability to verify ownership of the product by the client.

24. The system of Claim 17 further comprising an incentive system whereby the client is entered into a drawing upon completion of a survey questionnaire.

25. The system of Claim 24 wherein a prize of the drawing in the incentive system is one of the following group: a monetary payoff of a loan taken out by the client to purchase the product; a monetary payoff of a specified number of loan or lease payments by the client to acquire the product; and fixed monetary amount.

26. The system of Claim 17 wherein the survey questionnaire system includes software adapted to forward a survey questionnaire to be completed and electronically returned to the survey questionnaire system.

27. The system of Claim 17 wherein the survey results system includes software adapted to update a survey answers database upon completion and return of the survey questionnaire by the client.

28. The system of Claim 17 further comprising a client registration system including software which manages data regarding clients previously utilizing the system and including a registered member database.

29. The system of Claim 17 wherein the survey questionnaire relates to automotive vehicles.

30. The system of Claim 17 wherein the requested survey results relates to automotive vehicles.